AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.116
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IN THE CLAIMS

1.   (Previously Presented) A computer implemented method of interacting with a gift card, the method comprising:

receiving funds for deposit in a gift card account associated with an owner of the gift card;

transferring the funds to one or more investment sub-accounts in the gift card account;

settling transactions from a settlement sub-account; and

calculating a value of all sub-accounts in the gift card account.

2.   (Original) The method of claim 1 wherein the settlement sub-account comprises a money market account.

3.   (Original) The method of claim 1 wherein the investment sub-accounts comprise bond funds.

4.   (Previously Presented) The method of claim 3 wherein the bond funds are selected from the group consisting of intermediate duration, long term, tax advantaged and inflation indexed bond funds.

5.   (Original) The method of claim 1 wherein the value of the sub-accounts is calculated based on net asset value.

6.   (Original) The method of claim 1 wherein the value of the sub-accounts is calculated after market close each day.

7.   (Original) The method of claim 1 wherein funds are transferred to the settlement sub-account from predetermined other investment accounts to cover transaction settlements.

8.   (Original) The method of claim 1 and further comprising receiving and executing instructions from a giftee of the IBGC related to transferring funds between sub-accounts.

9.   (Previously Presented) A computer implemented method of interacting with a gift card, the method comprising:

        receiving funds for deposit in a gift card account;

        placing the received funds in a clearing account;

        allocating the funds from the clearing account to one or more investment sub-accounts in the gift card account;

        settling transactions from a settlement sub-account, wherein the transactions are received from any of multiple merchants via a banking debit network; and

        calculating a value of all sub-accounts in the gift card account.

10.   (Original) The method of claim 9 wherein the funds are received from a giftor to establish a gift card account or to renew funds in an existing gift card account.

11.   (Original) The method of claim 9 and further comprising:

        receiving gift card data when the gift card is used to attempt to make a purchase; and

        applying a filter based on information provided independent of a recipient of the gift card to reject selected transactions.

12.   (Original) The method of claim 11, wherein the filter comprises comparing a merchant from whom the purchase is attempted to a list of approved merchants.

13.   (Original) The method of claim 11, wherein the filter comprises comparing a merchant category corresponding to the merchant from whom the purchase is attempted to a list of approved categories.

14.   (Original) The method of claim 11, wherein the filter comprises using a maximum transaction value that cannot be exceeded.

15.   (Original) The method of claim 11, wherein the filter comprises comparing a merchant from whom the purchase is attempted to a list of approved merchants and using a maximum transaction value that cannot be exceeded.

16.   (Original) The method of claim 15 wherein each merchant has an associated maximum transaction value.

17.   (Previously Presented) A computer system for interacting with a gift card, the system comprising:

 a module that processes received funds for deposit in a gift card account;

 a module that maintains account information for multiple investment sub-accounts;

 a module that transfers the funds to one or more of the maintained multiple investment sub-accounts in the gift card account;

 a module that settles transactions from a settlement sub-account wherein the transactions are from any of multiple merchants via a banking debit network; and

 a module that calculates a value of all sub-accounts in the gift card account.

18.   (Previously Presented) A computer implemented method of interacting with a gift card via a point of sale (POS) device, the method comprising:

 receiving gift card data from the POS, as read by the POS from the gift card, wherein the data is related to an attempted transaction using a gift card having an associated account with multiple associated investment sub-accounts, including a settlement sub-account;

 identifying the associated account via the gift card data;

 ensuring sufficient funds are available to settle the transaction; and

 settling the transaction from a settlement sub-account.

19.   (Original) The method of claim 18 and further comprising calculating a value of all sub-accounts in the gift card account.

20. (Original) The method of claim 19 wherein the value of the sub-accounts is calculated based on net asset value (NAV).

21. (Original) The method of claim 19 wherein the value of the sub-accounts is calculated after market close each day.

22. (Original) The method of claim 19 wherein funds are transferred to the settlement sub-account from predetermined other investment accounts to cover transaction settlements.

23. (Original) The method of claim 18 wherein the settlement sub-account comprises a money market account.

24. (Original) The method of claim 18 wherein the investment sub-accounts comprise bond funds.

25. (Original) The method of claim 24 wherein the bond funds are selected from the group consisting of intermediate duration, long term, tax advantaged and inflation indexed bond funds.

26. (Previously Presented) A computer implemented method of interacting with a gift card via a point of sale (POS) device, the method comprising:

receiving gift card data from the POS, as read by the POS from the gift card, wherein the data is related to an attempted transaction using a gift card having multiple associated investment accounts, including a settlement sub-account;

identifying the associated accounts via the gift card data;

applying a filter based on information provided independent of a recipient of the gift card to approve selected transactions; and

settling the transaction from the settlement sub-account if the transaction is approved by the filter.

27.   (Original) The method of claim 26, wherein the filter comprises comparing a merchant from whom the purchase is attempted to a list of approved merchants.

28.   (Original) The method of claim 26, wherein the filter comprises comparing a merchant category corresponding to the merchant from whom the purchase is attempted to a list of approved categories.

29.   (Original) The method of claim 26, wherein the filter comprises using a maximum transaction value that cannot be exceeded.

30.   (Original) The method of claim 26, wherein the filter comprises comparing a merchant from whom the purchase is attempted to a list of approved merchants and using a maximum transaction value that cannot be exceeded.

31.   (Original) The method of claim 30 wherein each merchant has an associated maximum transaction value.

32.   (Previously Presented) An interest bearing gift card (IBGC) system comprising:

        at least one IBGC encoded with information including a unique identification number approved by the American Banking Association for use in a banking debit network;

        an IBGC sponsor processing hub computer under IBGC sponsor software control and in communication over a banking debit network with multiple seller's pre-existing, standard retail point of sale (POS) device, said IBGC sponsor processing computer programmed to perform the steps comprising: (i) receiving IBGC data when said IBGC is swiped through said POS device in a transaction, said IBGC data comprising the IBGC identification number, transaction amount, and account balance amount, (ii) having an IBGC account database corresponding to said IBGC, said IBGC account database comprising balance data representative of (1) the sum of an IBGC activation amount and transaction related or investment credits accrued by the programmed computer into the IBGC account, less (2) amounts of current or previous transactions, and (iii) having an IBGC credit database under IBGC sponsor bank software control and in

communication over an internal IBGC sponsor bank network with the IBGC account database for updating said IBGC account database on a predetermined periodic basis by transferring data reflecting IBGC transaction related or investment credits on amounts reflected by said IBGC account balance data; and

wherein the IBGC sponsor processing hub computer under IBGC sponsor software control stores a plurality of investment sub-accounts over which the balance may be distributed.

33.   (Original) A method of using an interest bearing gift card (IBGC) in connection with a transaction, comprising:

swiping the IBGC through a seller's pre-existing, standard retail point of sale (POS) device to transmit IBGC data to an IBGC sponsor processing hub computer under IBGC sponsor software control and in communication over a banking debit network with the POS device , said IBGC data comprising (i) unique IBGC identification information including a number approved by the American Banking Association for use in a banking debit network and (ii) a transaction amount;

accessing an IBGC account database corresponding to the IBGC and maintained on the IBGC sponsor processing hub computer, the IBGC account database comprising balance data representative of (1) the sum of an IBGC account activation amount and transaction related or investment credits accrued by the IBGC account , less (2) amounts of previous transactions;

calculating the difference between the transaction amount and the IBGC balance data using the IBGC sponsor processing hub computer and (i) if such difference is a sufficiently large positive number, transmitting data from the IBGC sponsor processing hub computer to said POS authorizing the transaction, or (ii) if such difference is not a sufficiently large positive number, transmitting data from the IBGC sponsor processing hub computer to the POS denying the transaction;

updating the IBGC account database using the IBGC sponsor processing hub computer to transmit data to the IBGC account database reflecting (i) the subtraction from the IBGC balance of the amount of an authorized transaction, and (ii) the addition to the IBGC balance of IBGC transaction related or investment credits; and

transferring funds from an investment account in the IBGC account database corresponding to the IBGC to a settlement account in the IBGC account database corresponding to the IBGC.

34.   (Previously Presented) An interest bearing gift card (IBGC) system comprising:

an IBGC sponsor processing hub computer under IBGC sponsor software control; and

an IBGC adaptable for swiping through a seller's pre-existing, standard retail point of sale (POS) device to transmit IBGC data to the IBGC sponsor processing hub computer and in communication over a banking debit network with the POS device, said IBGC data comprising (i) unique IBGC identification information stored on the IBGC, including a number approved by the American Banking Association for use in a banking debit network and (ii) a transaction amount, said IBGC causing the POS device to access an IBGC account database corresponding to said IBGC and maintained on the IBGC sponsor processing hub computer, said IBGC account database comprising balance data representative of (1) the sum of an IBGC account activation amount and transaction related or investment credits accrued by the IBGC account, less (2) amounts of previous transactions, said IBGC sponsor processing hub computer thereby calculating the difference between the transaction amount and the IBGC balance data to determine (i) if such difference is a sufficiently large positive number, in which case said IBGC sponsor processing hub computer transmits data to said POS authorizing said transaction, or (ii) if such difference is not a sufficiently large positive number, said IBGC sponsor processing hub computer transmits data to said POS denying said transaction, wherein the IBGC account database uses the IBGC sponsor processing hub computer to transmit data to the IBGC account database reflecting (i) the subtraction from the IBGC balance of the amount of an authorized transaction, and (ii) the addition to the IBGC balance of IBGC transaction related or investment credits, wherein the balance data comprises values of multiple different investment sub-accounts corresponding to the IBGC account.

35.   (Original) A method of interacting with a gift card encoded with information including a unique identification number for use in a banking debit network the method comprising:

receiving gift card data when the gift card is used to make a purchase;

maintaining a gift card account database comprising the gift card's identification number, transaction amount, and account balance data representative of the sum of a gift card activation amount and transaction related or investment credits accrued by the gift card account comprising multiple investment sub-accounts, less amounts of current or previous transactions; and

updating the gift card account database on a predetermined periodic basis by transferring data reflecting gift card transaction related or investment credits on amounts reflected by the gift card account balance data.

36.   (Original) The method of claim 35 wherein the account balance data is calculated based on a net asset value measurement of the sub-accounts.

37.   (Original) The method of claim 35 wherein the account balance data is calculated based on the net market portfolio value of the sub-accounts.

38.   (Previously Presented) A system for interacting with a gift card encoded with information including a unique identification number for use in a banking debit network the method comprising:

means for receiving gift card data when the gift card is used to make a purchase from any of multiple merchants coupled to the banking debit network;

means for maintaining a gift card account database comprising the gift card's identification number, transaction amount, and account balance data representative of the sum of a gift card activation amount and transaction related or investment credits accrued by the gift card account comprising multiple investment sub-accounts, less amounts of current or previous transactions; and

means for updating the gift card account database on a predetermined periodic basis by transferring data reflecting gift card transaction related or investment credits from the multiple investment sub-accounts on amounts reflected by the gift card account balance data.